

## **Historic, Archive Document**

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**Progressive Everbearing Strawberry**

This standard Everbearing variety succeeds in all parts of the country. Plants set in your garden this spring commence ripening berries about 60 days later and continue fruiting heavily until stopped by severe cold weather in late fall.

The Progressive berries are of medium to large size, of beautiful dark red color and have a flavor far ahead of Dunlap and other once-a-year fruiting varieties. We have been growing the Progressive for ten years and by careful selection we have developed an extra strong fruiting strain that runs uniform and absolutely true to type. Our plants being grown here in the "Blizzard Belt" of Northern Iowa are hardy and full of fruiting vigor.

Big money is made growing this variety for market. Note our low prices which include delivery to your town.



Per doz. plants postpaid	\$0.50
Per 25 plants, postpaid	.80
Per 50 plants, postpaid	1.25
Per 100 plants, postpaid	2.25
Per 300 plants, postpaid	6.00
Per 1,000 plants, express collect	15.00

If you want to try a Rod Square Bed of Progressive plants to compare with a Rod Square Bed of Number 999 Giants, we will send you 9 1-6 dozen Progressive plants postpaid for \$2.40.

**St. Regis Everbearing Raspberry**

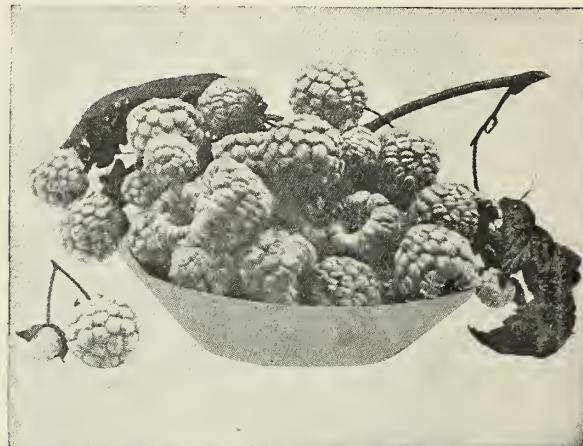
This remarkable variety bears a big crop of berries at the regular raspberry season and then another crop in the fall, coming on the tips of the new growth. It is nothing unusual to count from 100 to 150 berries and buds on a single stalk in September and October.

We find this variety hardy here in the "BLIZZARD BELT" of Northern Iowa and it does not need any sort of winter protection. Plants set in the spring will usually bear quite a crop of berries in the fall of the same year. To obtain the largest possible crop of fall berries it is a good plan to pinch back the tips of new growth so as to make the stalks branch as much as possible, thereby having more heads for fall fruiting.

The berries are of good size, fine color and of excellent flavor.

Prices for strong plants of St. Regis are as follows:

Per dozen, postpaid.....	\$1.25
Per 50 bushes, postpaid.....	4.50
Per 100 bushes by express or freight	8.00
Per 250 bushes by express or freight	15.00
Per 500 bushes by express or freight	25.00
Per 1,000 bushes by express or freight.....	40.00



A dish of St. Regis Everbearing Red Raspberries.

**"Plants Looking Fine"**

Pocahontas, Ark.

The beautiful strawberry plants sent me arrived and are looking fine. Thank you very much.—Mrs. MARY AUSTIN.

**"Plants Were Best He Ever Had"**

Please send me prices of your strawberry plants, all kinds. I purchased some plants from you two years ago and they were the best I ever had.—GLEN STEWART, Roxabel, Ohio.

# Gardner's Garden Experience

*A Help Toward More and Better Gardens*

Vol. II. From The Gardner Nursery Co., Osage, Iowa No. 2

**Breeding the New Everbearing Strawberries**

BY CHARLES F. GARDNER

To my friends, one and all, I extend GREETINGS and a hearty handshake across the miles.

I wish to particularly thank those of you who have been of so much assistance in helping to get more people acquainted with our new Everbearing Strawberries.

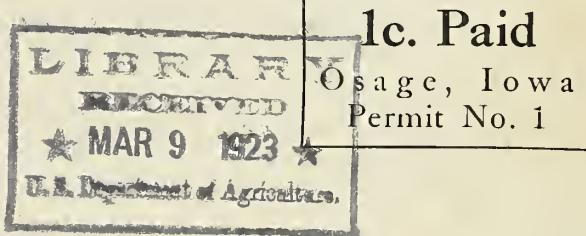
It is surprising, take it the country over, how few people there are that really know anything about this new race of fruit, saying nothing about their not having the pleasure of growing the delicious berries in their gardens and having them to serve on their tables all through the summer and fall months.

1921 is my 12th year at work breeding this new race of fruit. The photo shown here shows me in my 78th year in active work examining the berries grown by crossing my new Number 999 (Continued in Panel Below)



My hand is on the Number 999 Giant Plant. Dr.

Burrill is on the other side of the little stake.



*Charles F. Gardner  
Washington D.C.  
1825 N. Capital St.*



Here I am picking big, ripe Number 999 Giant Strawberries just 60 days after plants were set. You can do the same. Photo set May 25th photo taken July 25th.

I INVITE YOU to join our EVERBEARING Strawberry SHORTCAKE CLUB.

OSAGE, IOWA  
Season  
1921.

Dear Friend:

As President of our Company and the originator of the new NUMBER 999 GIANT Everbearing Strawberry, I extend to you a hearty invitation to join our Strawberry Shortcake Club.

Our spring planting season is now open and extends to latter part of May, and if you would like to have strawberry shortcakes, made with big, red, deliciously flavored berries, all through the summer and fall of this very year—if you would like to grow bushels of berries, measuring up to as large as 5-1/2 inches and with a wonderful fragrance and flavor, blending the sweetness and luscious juiciness of the best commercial strawberries you ever tasted all stirred and mixed up with that delightful wild strawberry flavor—then read on.

We are planning to spend thousands of dollars in advertising this new variety in such papers as Farm Journal, Successful Farming, Farmers Wife, Country Gentleman, etc. To supplement this advertising we are organizing this Strawberry Shortcake Club and will place a number of Rod Square Beds of Number 999 Giant Plants in various parts of the country this spring so that people can see for themselves the big loads of berries the plants will bear. And right here is where an extra profit comes in for you, for many persons who see a bed of these plants fruiting, will become interested and will want a bed for themselves, and for every new Club Member that you secure for us, we will pay you a commission of \$2.00 in cash or trade as you prefer. We do not ask that you solicit orders or act as agent, but to simply pass out invitation letters to parties who want to grow the berries.

But before we go farther, please notice the life size photo of box of Number 999 Giant berries on other side of this sheet. From this true to life picture you can get a good idea of the great beauty of the berries. Then read how the best ten Rod Square Beds actually averaged 186 pint boxes of berries the same year plants were set, as told under the heading "Contest Winners."

Now the object of this letter is to tell you about our new Strawberry Shortcake Club and to invite you to become a CHARTER MEMBER, so that if you wish to help us in introducing this grand new berry in your neighborhood, you can easily get the cost of your own bed back and some extra spending money besides.

Our Strawberry Shortcake Club Offer is like this. A Rod Square Bed will take just 9-1/6 dozen plants when set 18 x 20 inches apart. At our regular selling price, these plants would figure to \$22.00. As a Charter Member of our Shortcake Club we offer you the entire 9-1/6 dozen plants, delivered to your door, safe arrival guaranteed, for just an even ten dollar bill. Then if at any time during the next year you will invite some other influential persons in your neighborhood to join the club and each take a Rod Square Bed of plants the same as yours, we will allow you a commission of \$2.00 for each new member you secure. So you see if you get five new club members you will get your money back and your own bed will not have cost you a cent. The new members in turn will have the same opportunity to secure other new club members and secure for themselves the same rate of commission, if they desire to do so.

YOU NEED SEND NO MONEY with acceptance coupon, unless you wish, as the \$10.00 for the Rod Square Bed of plants can be paid to the carrier when the shipment arrives in good condition.

**TIME OF SHIPMENT.** This offer is made for shipment any time you wish from now on up to latter part of May. These Number 999 Giant Everbearing plants when set in your garden this spring will commence fruiting heavily about 60 days later and continue all through the summer and fall months until stopped by severe freezing weather. The early frosts that kill tomatoes, etc., do not stop their fruiting. Directions for planting, care, etc., go with each Rod Square Bed so that no matter how little experience you may have had with strawberries in the past you can easily make a success with these plants.

**FERTILIZER.** Care must be taken not to use regular commercial fertilizers to excess, as they are liable to burn the plants and do more harm than good. Our BOB'S "DOUBLE CROP" Phosphate Plant Food is extra good for strawberries. It is designed to use with the plants when setting and if used as directed it will not burn them, but will help to keep away the grubs and insects and the food will greatly increase the growth of the plants and the yield of big fat berries. If you want to use it with the plants we will send you enough for use with the Rod Square Bed for \$1.00 additional, if ordered to be mailed with the plants.

To further add to the interest in caring for the plants, we will agree to pay you \$100.00 if your Rod Square Bed makes the best record during the first two years after planting, or \$50.00 if you come in second best.

Our stock of NUMBER 999 GIANT plants that we have reserved for Shortcake Club offer is limited and we should know right away if you want to come in with us. So please let us have your decision and if you want plenty of the best strawberries you ever ate, all through the summer and fall months of this very year, then start the ACCEPTANCE COUPON back to us right away. Awaiting your decision with interest, I am,

Yours for more shortcakes,

CHARLES F. GARDNER, President,  
The Gardner Nursery Company.

Cut here.....

STRAWBERRY SHORTCAKE CLUB ACCEPTANCE COUPON No. 26

CHARLES F. GARDNER, President.

I will accept your invitation to join the Strawberry Shortcake Club and you may send me the 9-1/6 dozen plants of your new Number 999 Giant Everbearing Strawberry. I will pay the cash payment of \$10.00 on arrival of the plants in good condition about.....

I join the CLUB with the understanding that you are to allow a commission of \$2.00 for each O. K. new member that I may secure for you during the next year. I will set the plants and care for them as suggested and report as nearly as I can as to quantity of berries picked, which will also make me eligible to compete for the \$150.00 offered in prizes for best yield.

Name \_\_\_\_\_ P. O. \_\_\_\_\_  
Box Number or R. F. D. \_\_\_\_\_ State \_\_\_\_\_

**SPECIAL GIFT.** Send us your acceptance of above offer at once and put an X in line below and as a special reward for your promptness we will send you by next mail one each of Ding's famous Roosevelt and Buffalo Bill Memorial Cartoons, such as Art Stores would sell at 25 cents each.

(Put an X here \_\_\_\_\_ if you want the Memorial Cartoons.)  
(Put an X here \_\_\_\_\_ if you want the Club Invitation Blanks.)  
(Put an X here \_\_\_\_\_ if you want the Plant Food for \$1.00 extra.)

P. S. If you find it impossible to take the whole Rod Square Bed of plants, but would like to try a dozen of the Number 999 Giants we will send them to you at special advertising rate of \$2.00 with plant food for the roots, if you will report to us as to how they fruit with you. Just write your address on this postscript, pin a two dollar bill or your check to same and we will understand that you want only the dozen plants.

Name \_\_\_\_\_ P.O. \_\_\_\_\_ R.F.D. \_\_\_\_\_ State \_\_\_\_\_

**The Gardner Nursery Company**  
Nurserymen and Seedsmen  
OSAGE, IOWA

Originators of  
NUMBER 999 GIANT  
EVERBEARING  
STRAWBERRY



Growers of  
"BLIZZARD BELT"  
TREES, PLANTS,  
SEEDS, ETC.

Mr. B. Dodge and G. E. Gardner taken in the prize-winning Rod Square Bed of Number 999 Giants. It was a sight to behold the great bunches of big red berries and on the same plants that had already won the \$100.00 prize this year.



We have a place to be in the lunch space and they pick and keep much better than when red berries in the bunch. It keeps them from getting rotten and they open up fresh and bright and ready to go right to growing when they reach you. Our prices are fair considering the quality and service we offer. Dozen and 100 pieces postpaid, \$100 orders go by express collect.

#### Varieties

**PREMIER**—Male, early. This grand early variety will be gone in June so buy as soon as possible. The berries are large and round with a rich purple color. The big berries are 100 to 120 per pint. The plants are very strong and healthy and grow well in almost any soil.

**SHRIMP DUMPLIN**—Male, mid-season. This rare variety needs no description as it is so well known and grown in so many parts of the country. Many people will plant no other kind. Dozen 25c, 100 \$1.25, 1000 \$2.00.

**SHRIMP HILL**—Male, mid-season. This fine new berry is a cross between the Dunlap and Crescent and has been called the "MILLION DOLLAR" berry on account of its great many tracking qualities. Imagine great big berries, long, wide, oval, with a fine, delicate flavor. They are very juicy and sweet, and taste like a peach.

**FLAVOR**—Male, mid-season. This is a new variety of great merit and one that will be sure to please you.

**GIBSON**—Male, mid-season. Another new variety of great merit and a good keeper late for the Hill System.

**WATER**—Male, late. A fine new variety with deep root system. Fruit comes in rather slender varieties are green. Berries extra large and a splendid outlet for markets. Dozen 40c, 100 \$2.00.

**AROMA**—Male, late. A good late male. Kellogg's Big Lake that needs a male variety set with it to insure fruiting. A fine big berry and a good keeper. Dozen 30c, 100 \$1.50.

**ROCKY MOUNTAIN**—Male, late. A fine new variety.





# High Grade Printing

LETTERHEADS, ENVELOPES  
SOCIETY STATIONERY  
CATALOGUES, CIRCULARS  
ETC.

TO keep our big \$20,000 PRINTING DEPARTMENT going up to its capacity, we can take on some outside jobs and give you fine work, quick service and at a big saving over prices you are now paying. Our MR.

H. E. TUTTLE has had years of experience in getting out high grade Business, Church and Personal Printing. We have the organization and a first-class equipment to give you this High Grade Printing at a big saving over prices you are now paying.

Estimates promptly given on booklets, circulars, typewriter letters, catalogues, etc. Try us.

## Price List of Printing

The following Prices are Net and include delivery charges by Parcel Post or Express when cash accompanies the order

	250	500	1000
<b>Letterheads, 8½x11, 10-lb. Hammermill Bond.</b>	\$3.75	\$4.50	\$7.00
Colors: White, Blue, Buff, Goldenrod			
<b>Letterheads, 8½x11, 10-lb. White Flat.</b>	3.25	4.00	5.50
<b>Noteheads, 5½x8½, 5-lb. Hammermill Bond.</b>	2.50	3.25	4.25
Colors: White, Blue, Buff, Goldenrod			
<b>Noteheads, 5½x8½, 5-lb. White Flat.</b>	2.15	2.75	3.75
<b>Envelopes, Size 6¾, Hammermill Bond.</b>	3.75	4.50	7.00
Colors: Perfectly matching Hammermill Bond Letterheads and Noteheads			
<b>Envelopes, Size 6¾, Best Grade Manila.</b>	1.75	2.25	3.75
<b>Envelopes, Size 10, Best Grade Manila.</b>	2.50	3.75	5.50
<b>Photo Posters, 1x1¼, Best Grade Gummed Paper.</b>	4.95	6.20	
Prices on Photo Posters include cost of Electrotone Plate from your photo			
<b>Business Cards, 2¾x4½, Best Grade, white or colors.</b>	2.00	2.50	3.25
<b>Shipping Tags, Size No. 5, 2¾x4¾.</b>	1.75	2.25	3.00
<b>Circulars, 3½x6, Heavy Enamelled Book Paper.</b>	3.00	3.50	4.50
Printed on one side. About 250 words or less			
<b>Circulars, 3½x6, Heavy Enamelled Book Paper.</b>	5.00	5.75	7.00
Printed on two sides. About 500 words or less			
<b>Circulars, 5x6, Heavy Enamelled Book Paper.</b>	4.75	5.00	6.25
Printed on one side. About 300 words or less			
<b>Circulars, 5x6, Heavy Enamelled Book Paper.</b>	6.75	7.25	9.50
Printed on two sides. About 600 words or less. May be made up as a four-page folder, for programmes, announcements, etc.			
<b>Circulars, 6x7, Heavy Enamelled Book Paper.</b>	5.25	6.25	7.75
Printed on one side. About 450 words or less			
<b>Circulars, 6x7, Heavy Enamelled Book Paper.</b>	9.25	10.25	12.50
Printed on two sides. About 900 words or less. Can be made up as a four-page folder. Each page would measure 3½x6			
<b>Circulars, 6x9, Heavy Enamelled Book Paper.</b>	5.50	6.75	8.25
Printed on one side. About 550 words or less			
<b>Circulars, 6x9, Heavy Enamelled Book Paper.</b>	10.50	12.00	14.00
Printed on two sides. About 1100 words or less			
<b>Circulars, 8x10, Heavy Enamelled Book Paper.</b>	6.50	7.75	10.25
Printed on one side. About 700 words or less			
<b>Circulars, 8x10, Heavy Enamelled Book Paper.</b>	11.75	13.50	16.50
Printed on two sides. About 1400 words or less			
<b>Post Cards, printed both sides.</b>	3.25	4.00	5.50
<b>Souvenir Post Cards, from your photograph.</b>	Write for prices		
<b>Visiting Cards, cut from Best Grade Wedding Bristol.</b>	50	100	250
Sizes: 1½x3½, "Mr.," 2x2 5-8, "Miss"; 2x3, "Mrs.," 2 1-8x3½, "Mr. and Mrs."; 2x3½, "Professional."	1.00	1.25	1.75
<b>Wedding Invitations and Announcements.</b>	Write for prices		
<b>Commencement Invitations and Programmes.</b>	Write for prices		

**The Gardner Nursery Company**

PRINTING DEPARTMENT

Osage, Iowa